

COMPLETE LISTING OF THE CLAIMS WITH AMENDMENTS SHOWN

Claim 1 (currently amended): A method for offering incentives related to purchases of media products or services over a communications network, said method comprising the steps of:

selecting a sponsor message to be associated with the media product or a service, said sponsor message being selected from a plurality of sponsor messages, wherein each sponsor message is associated with a product or a service provided by a sponsor, wherein said step of selecting includes verifying that the total number of times which the sponsor message has been previously presented is less than a number of predetermined transaction cycles contracted by the sponsor of the sponsor message;

offering to a consumer ~~a product or a service~~ the media product or service for sale, wherein said offer for sale is made to the consumer over a communications network;

offering to said consumer an incentive related to the purchase of said media product or service on ~~condition~~ the precondition that the consumer agrees to receive or interact with an interposed communication;

receiving, from the consumer, a request to receive or interact with an interposed communication;

in response to receiving the request from the consumer, facilitating the display of the selected sponsor message to the consumer; and

if the sponsor message is an interactive message, presenting at least one query to the consumer; and

providing the offered incentive to the consumer;

recording the transaction event with the consumer to an activity log, said step of recording including updating the number of times the sponsor message has been presented; and receiving payment from the sponsor of the sponsor message presented.

Claim 2 (canceled)

Claim 3 (currently amended): The method according to claim 1, wherein said incentive includes a discount on the purchase of said media product ~~or service~~.

Claim 4 (original): The method according to claim 1, wherein said incentive includes paying for shipping charges related to the purchase of said product or service.

Claim 5 (currently amended): The method according to claim 1, wherein said incentive is providing the ~~offered~~ media product or service to the consumer free of charge.

Claim 6 (original): The method according to claim 1, wherein said incentive includes providing information to said consumer.

Claims 7-8 (canceled)

Claim 9 (original): The method according to claim 1, wherein said incentive includes in-store coupons.

Claim 10 (currently amended): The method according to claim 1, wherein said ~~interposed communication is~~ selected sponsor message is a multimedia presentation.

Claim 11 (currently amended): The method according to claim 1, wherein said ~~interposed communication~~ selected sponsor message is one of an interactive survey, an audio message, a visual display, and an Internet website.

Claims 12-16 (canceled)

Claim 17 (original): The method according to claim 1, further comprising the step of requesting said consumer to provide identification information.

Claim 18 (currently amended): The method according to claim 17, wherein said identification information includes one of said consumer's e-mail address, address information, gender, and age.

Claims 19-23 (canceled)

Claim 24 (currently amended): The method according to claim 1, further comprising the step of making payment to ~~a vendor~~ the content provider of the media product.

Claim 25 (currently amended): The method according to claim 1, wherein said media product or service is downloadable from the Internet by the consumer.

Claim 26 (currently amended): The method according to claim 1, wherein said ~~interposed communication is delivered over a~~ communications network is one of the Internet, television cable network, telephone network, or satellite network.

Claim 27-44 (canceled)

Claim 45 (new): A method for offering incentives related to purchases of media products or services over a communications network, said method comprising the steps of:

associating a plurality of sponsor messages with consumer demographic criteria, wherein each sponsor message is associated with a product or service provided by a sponsor of the sponsor message;

receiving, from a consumer, demographics information associated with the consumer;

offering to the consumer the media product or service for sale, wherein said offer for sale is made to the consumer over a communications network;

offering to said consumer an incentive related to the purchase of said media product or service on the precondition that the consumer agrees to receive or interact with an interposed communication;

receiving, from the consumer, a request to receive or interact with an interposed communication;

in response to receiving the request from the consumer, selecting and facilitating the display of a sponsor message to the consumer, wherein said step of selecting includes verifying that the associated consumer demographic criteria of the selected sponsor message matches the demographic information received from the consumer, and that the total number of times which the sponsor message has been previously presented is less than a number of predetermined transaction cycles contracted by the sponsor of the sponsor message;

if the sponsor message is an interactive message, presenting at least one query to the consumer;

providing the offered incentive to the consumer;

recording the transaction event with the consumer to an activity log, said step of recording including updating the number of times the sponsor message has been presented; and

receiving payment from the sponsor of the sponsor message presented.

Claim 46 (new): The method according to claim 45, wherein said incentive includes a discount on the purchase of said media product.

Claim 47 (new): The method according to claim 45, wherein said incentive includes paying for shipping charges related to the purchase of said product or service.

Claim 48 (new): The method according to claim 45, wherein said incentive is providing the media product or service to the consumer free of charge.

Claim 49 (new): The method according to claim 45, wherein said incentive includes providing information to said consumer.

Claim 50 (new): The method according to claim 45, wherein said incentive includes in-store coupons.

Claim 52 (new): The method according to claim 45, wherein said selected sponsor message is a multimedia presentation.

Claim 53 (new): The method according to claim 45, wherein said selected sponsor message is a link to an Internet web site.

Claim 54 (new): The method according to claim 45, wherein said consumer demographic information includes one of said consumer's address information, gender, and age.

Claim 55 (new): The method according to claim 45, wherein said communications network is one of the Internet, television cable network, telephone network, or satellite network.